

## BUSINESS PLAN

### I. EXECUTIVE SUMMARY

#### MISSION STATEMENT

#### KEYS TO SUCCESS

#### FINANCIAL OVERVIEW

DESCRIPTION			
CASH			
SALES REVENUE			
FINANCIAL-YEAR NET PROFIT			
OPERATING MARGIN			
OWNERS' EQUITY			
RETURN ON EQUITY			

## II. COMPANY OVERVIEW

## III. PRODUCTS / SERVICES

## IV. SALES / PRICING

### SALES REVENUE

PRODUCTS / SERVICES			
<b>TOTAL</b>			



## BREAK-EVEN ANALYSIS

DESCRIPTION			
<b>SALES REVENUE</b>			
Cost of Sales			
<b>VARIABLE EXPENSES TOTAL</b>			
Personnel Expenses			
Additional Operating Expenses			
Fixed-Asset Depreciation			
Financial Expenses			
<b>FIXED EXPENSES TOTAL</b>			
<b>GROSS-MARGIN PERCENTAGE</b>			
<b>BREAK-EVEN SALES REVENUE</b>			
<b>SALES REV ABOVE BREAK-EVEN</b>			

## V. MARKETING STRATEGY

### **MARKET SEGMENTATION**

### **MARKET TARGETING**

## VI. COMPETITIVE ANALYSIS

## ANALYSIS RESULTS

COMPETITOR TYPE / NAME	DESCRIPTION

## VII. TEAM

### HEADCOUNT

DESCRIPTION			
SALES REPS			
OFFICE STAFF			
MANAGEMENT			
CONSULTANTS			
PARTNERS			
<b>HEADCOUNT TOTAL</b>			

### SALARY & WAGES

DESCRIPTION			
SALES REPS			
OFFICE STAFF			
MANAGEMENT			
CONSULTANTS			
PARTNERS			
<b>SALARY &amp; WAGES TOTAL</b>			

**STAFF EXPENSES**

DESCRIPTION			
SOCIAL SECURITY			
BENEFITS			
HOLIDAY PAY			
OTHER			
OTHER			
<b>STAFF EXPENSES TOTAL</b>			

VIII. IMPLEMENTATION EXPENSE

**START-UP EXPENSES**

DESCRIPTION			
<b>START-UP EXPENSES TOTAL</b>			



**ASSET PURCHASES**

DESCRIPTION			
<b>ASSET PURCHASES TOTAL</b>			

IX. FINANCIAL PROJECTIONS

**PERFORMANCE MEASURES**

DESCRIPTION			

**INCOME STATEMENTS**

DESCRIPTION			

**BALANCE SHEETS**

DESCRIPTION			

**CASH-FLOW STATEMENT**

DESCRIPTION			

**PERFORMANCE MEASURES**

DESCRIPTION			



## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.